

**Bachelor of Business
(Hons)**

**AKADEMI
ENTREPRENEURSHIP
TERANG BANGSA
&
HELP UNIVERSITY**

*****SUBJECTS REVIEW*****

2016

Subject Descriptions

ACC101 Financial Accounting 1

Enrolment Restriction(s): Not available to students who have completed ACC155

The subject introduces students to the basic concepts on financial accounting. This includes identifying, measuring, classifying and recording of transactions in the journal and ledger and the preparation of financial statements.

ACC103 Management Accounting 1

Pre-Requisite(s): ACC101

The subject examines the way in which accountants provide financial and other information for use by management in planning, controlling and measuring the performance of business operation. We focus on the technical design and operation of product costing systems, the design and operation of accounting control systems, and strategic cost management system to achieve competitive advantage. The subject also aims to examine topics of current interest in management accounting and developments of management accounting in an interdisciplinary perspective.

COM200 Managerial Communication

Pre-Requisite(s): MGT101

The aim of this unit is to acquaint students with the basic theory, skills and application of managerial communication. It discusses three broad categories of fundamental management skills

- (a) Personal skills;
- (b) Interpersonal skills; and
- (c) Group skills.

Two additional skills involving applied communications are also included:- conducting interviews and conducting meetings. The students are guided to understand and accept the need to change, what to change and apply the change in specific contexts.

ECO101 Principles of Microeconomics

Enrolment Restriction(s): Not available to students who have completed ECO155

The study of Microeconomics focuses mainly on how households and firms make decisions and the interactions of these decisions in the markets. It seeks to explain the prices and quantities of individual goods and services produced. It also provides insights into how the economy operates, the economics of the environment, microeconomic reforms and an understanding of the effects of government regulations and taxes on the economy and on various groups in society.

ECO102 Principles of Macroeconomics

Co-Requisite(s): ECO 101

Enrolment Restriction(s): Not available to students who have completed ECO157

This subject introduces the students to Macroeconomics. Macroeconomics is the branch of economics that is concerned with broader, economy-wide processes, problems and issues including economic growth, economic fluctuations, unemployment, inflation and the National Income. This subject explores the economic problems and issues in which governments face and the use of techniques to resolve them.

FIN202 Financial Management

Pre-Requisite(s): ACC101 & ACC103

Managing a business requires one to develop good knowledge on the concept of business, forms and organizations of business, business strategy, financial management methods, allocation of capital and control of an organization.

HRM201 Managing Human Resources

Pre-Requisite(s): MGT101

HRM is concerned with people at work, their relationships and their quality of life within the organisation. It is the vital factor in organisations' quest for corporate survival and competitive advantage. HR managers are expected to be active players and partners in the challenge of making organisations more competitive. The aim of this subject is to provide students with an introduction and overview of human resource management within organisations. The subject will examine various functions and theories of human resource management, and give students an appreciation and understanding of the many challenges facing managers in organisations in today's very competitive business environment.

ITC101 Information Technology For Business

The subject examines the goals and functions of Information Technology in the business environment. As we enter the digital revolution, successful organisations must deal effectively with intense global competition and an increasingly rapidpace of change. For an organisation to thrive in today's Internet economy, managers and functional specialists in all areas must perform their jobs even more effectively and efficiently. IT becomes the tool that enable all organisations to solve increasingly complex problems and to capitalise an opportunities that contribute to the success and the survival of the organisation. This subject is based on the fundamental premise that the major role of Information Technology is to support organisational functions. The aim of the subject is to teach business majors how to use IT to master their current jobs and to help ensure the success of their organisation. The focus is not only based on learning the concepts of IT but rather on applying those concepts to facilitate business processes.

LAW101 Business Law

Pre-Requisite(s): EL101

This unit is designed to provide a sound knowledge of the core elements of Malaysian Business law. The course commences with a review of the important components of the Malaysian Legal System., the judicial process and the means by which the disputes are resolved or litigated. While the unit concentrates on civil

aspects mainly commercial, contract and torts, other areas of importance are also dealt with.

MGT101 Principles of Management

Enrolment Restriction(s): Not available to students who have completed TRM101

MGT101 is concerned with principles of managing business organisations. Management is important to organisations' business and survival. The dynamic nature of today's organisations means that managers require certain knowledge, skills and competencies to manage organisations effectively. The aim of this subject is to provide students with an introduction and overview of management within organisations. The subject will examine management principles, concepts and theories of management, and give students an appreciation and understanding of various challenges facing managers in organisations in today's competitive global environment.

MGT200 Small Business Management

Pre-Requisite(s): MGT101

This course is designed to enable students to gain practical insights into the unique managerial needs of the small business sector and its importance to the economy. This course has a practical orientation which is relevant to professionals and intending entrepreneurs. This course provides an overview of the small business sector and then moves on to the processes necessary in the effective commencement and operation of a small business.

MGT203 Business Research

Enrolment Restriction(s): Not available to students who have completed ECO256, HRM301 or MKT303

Pre-Requisite(s): MGT101 and QBM101

This course is to provide the students with a framework for conduction research in a systematic manner in all areas of business. This course will introduce the various research methods and students will be exposed to practical experience in data collection and data analysis. This course is also designed to help students inculcate the art of presenting research findings in a lucid and informative way.

MGT204 Asian Entrepreneurship & Innovation

Pre-Requisite(s): MGT101

This subject serves to inculcate in the students an entrepreneurial style of strategic management i.e. the creative and profitable use of resources which often, at the outset, they do not control. The entrepreneurial tenets at the core of this subject are the pursuit of opportunity, managing innovation and driving change.

MGT205 Asian Business Environment

Pre-Requisite(s): ECO101, ECO102 & MGT101

This course is based on the study of the dynamics of Asia-Pacific Business environment. The course is on a multi-disciplinary understanding of various business systems. The emphasis is on examining institutional, social, cultural, political and economic elements, which contribute to a particularistic business system. As such, various governance structures and its link to economic and business activity is examined. The course is historical, contemporary and

comparative. In specific this course is organized around two specific modules that is, first, characteristics of the Asia-Pacific region and second, Country Analysis. The main focus of the characteristics of the Asia-Pacific region module is to provide a thematic approach to analyze economic systems, political systems and business culture in the Asia-Pacific region. While the Country Analysis module provides detailed analyses of issues and problems in several countries in Asia-Pacific.

MGT206 Introduction to Entrepreneurial Behaviour

Pre-Requisite(s): MGT204

Before a student can embark on becoming an entrepreneur, he/she needs to study the traits of an entrepreneur. The aim of this subject is to introduce and define the nature of entrepreneurial behaviour. Students will need to explore the differing types and styles of entrepreneurial venture, the motivation factors that drive entrepreneurs, and the factors that influence entrepreneurship. Apart from that, students will also explore the factors behind leading and managing a successful entrepreneurial venture.

MGT207 New Venture Creation

Pre-Requisite(s): MGT200

This subject looks into developing, planning, financing and launching new enterprises. Students will have an in-depth understanding on how entrepreneurs create and develop successful business ventures of their own. Students will be exposed to the issues involved in developing business plans, identifying business opportunities, managing successful corporations, and the relevant processes involved in setting up a new venture.

MGT208 Franchising

Pre-Requisite(s): MGT200

Franchises constitute one of the fastest growing sectors in our economy. It proves to be most successful in terms of turnover, profitability and survivability. However, little information on franchising is available in business courses and few professionals really understand the various issues such as which businesses are more suited to franchising and what inputs are required for an efficient management and growth of franchises.

MGT304 Strategic International Business Management

Pre-Requisite(s): ECO101, ECO102, MGT101, MKT101 & THREE of the year 2 management related subjects from FIN202, HRM201 or MGT201 and any TWO (2) from any MGT subjects or ECO subjects.

The subject aims to make the students aware of global trends that are generating opportunities and creating challenges for Malaysian businesses. It will help the students to be a better manager through understanding the competitive international environment and the fundamentals of doing business overseas.

MGT305 Business Ethics & Social Responsibility

Pre-Requisite(s): MGT101

Increasingly ethics and social responsibility are hot topics for managers. In recent times, a number of major financial scandals have raised the concerns of society and regulatory authorities as to the ethical (or unethical) practices of managers and professionals in organisations. All organisations have some function to perform. The goals of the organisation may be pursued in accordance with an underlying ideology or philosophy, and although the objective of profit maximisation is undoubtedly important, it is not the only objective. Organisations cannot operate in isolation from the environment of which it is a part. Its interaction with the environment gives rise to a number of broader responsibilities to society, the social responsibilities of business. The subject aims to provide some understanding of basic ethical principles, and strategies of moral reasoning, that can be used in discussion and debate in support of positions on moral issues. Issues relating to capitalism, that is, the economic distribution, the nature of the corporation and the professions will be discussed, as will issues relating to employees, consumers, discrimination and the environment.

MGT307 Strategic Planning for Entrepreneurs

Enrolment Restriction(s): Not available to students who have completed MGT303

Pre-Requisite(s): MGT204 & MGT207

Being a future entrepreneur, students must fully understand the strategy formulation process and sound strategic management. The main focus of strategic management in an entrepreneurial venture is the growth strategies and the proper management of growth. Students will need to develop the necessary skills and competencies to lead such a venture. This includes the managerial style to cope the challenges faced in an entrepreneurial venture, seeking competitive-advantage in any business, understanding intrapreneurial needs in a large corporate group, management buy-out, managing a portfolio of investments and so on. Students will also be exposed to the issues and obstacles in the management and development of an entrepreneurial venture.

MGT310 Corporate Venturing

Pre-Requisite(s): MGT307 or MGT308

Any successful entrepreneur will need to have a solid understanding of the corporate world. The aim of this subject is to introduce the idea of corporate venturing to students. Students will be able to differentiate corporate venturing from entrepreneurship in the creation of new businesses. Students will evaluate the importance of entrepreneurial leadership to achieve corporate success. Apart from that, students will compare and contrast professional managers, entrepreneurs and corporate venturers. It is also vital to establish and analyse the entrepreneurial culture within an organisation.

MGT311 Entrepreneurship Business Plan

(only applicable for commencing students after 1st September 2013)

Pre-Requisite(s): ACC101, MKT101, MGT200 and MGT307

Business Plan is an important module as it marks the culmination students' business and entrepreneurial skills by demonstrating a thorough understanding of

Business Planning through adequate research and show an ability in crafting a compelling Business Plan that will help them launch their entrepreneurial careers.

MGT400 Graduation Project

Enrolment restriction(s): This subject can only be taken in the final year of the student's degree course

Pre-Requisite(s): MGT203 or MKT303 or HRM301

This project enables students to complete their Undergraduate degree under supervision. The project shall consist of a substantial practical work on a topic pertaining to accounting, chosen by the student and approved by the supervisor. Students who have previously completed appropriate course work may, on the recommendation of the project supervisor, include a substantial production in a medium or media other than print. This allows those who wish to produce a short video or some other media production to do so.

MKT101 Principles of Marketing

MKT101 has been designed to provide students with an introduction to the field of marketing. The course focuses on the relationship between organizations and the consumer, expressed through the marketing mix. Essentially, studies are concentrated on the nature and behaviour of supplying organizations, nature and behaviour of the consumer and the various marketing mix elements (product, price, place, promotion) which are used by organizations to satisfy needs and wants of consumers. While the subject has a theoretical base, practical application of the marketing concepts to 'real world' situations via a specific project is an essential part of the course.

MKT201 Consumer Behaviour

Pre-Requisite(s): MKT101

On the premise that marketing is all about trying to satisfy consumer needs and wants better than your competitors, the key to success is an understanding of how and why consumers behave the way they do towards market related stimuli. This subject examines in detail the consumer decision process and the factors influencing them. This subject is intended to help you understand the complexities and dynamics of environmental influences, individual differences and psychological processes which influence the consumer decision processes and behaviour as well as marketing strategy implications. The understanding of consumer behaviour will help marketing organisations to build customer relations and creating trust in them.

MKT304 Competitive Marketing Planning & Strategy

Pre-Requisite(s): ACC101, ACC103, MKT101 & completed any THREE (3) of the subjects from MKT201, MKT203, MKT204, MKT301 or MKT302.

This subject focuses on strategic approaches to marketing management. The business mission, objectives and strategies provide a basis for the development of the strategic marketing planning process. An in-depth situation analysis combined with concepts such as the value chain and sustainable competitive advantage provide the framework for the marketing strategy decision process. Marketing Plan is reviewed and aspects of implementation and control are examined.

MKT305 Strategic Marketing Relationships**Pre-Requisite(s): MKT101**

Marketing is now increasingly concerned with relationship marketing. This subject covers the multitude of relationships, networks and interaction encountered in modern business, impacting on employees, suppliers, customers, competitors and joint partners just to name a few.

QBM101 Business Statistics

Students will be introduced to the concepts involved in descriptive and inferential statistics. Topics include the role of statistics in a scientific investigation, methods of condensing, displaying, describing and presenting data, elementary descriptive statistics, elementary probability, binomial, Poisson and normal distributions, single-sample inference, comparison of frequencies, regression and correlation.

